

**THE MEANING OF COMMUNITY CULTURAL TOURISM
ON MINORITY HOST WOMEN
(A CASE STUDY OF LUGU-LAKE, MOSUO AND DAI MINORITY TRIBES)**

GONG XIAOYE

A project report submitted in partial fulfilment of the
requirements for the award of the degree of
Master of Science (Tourism Planning)

Faculty of Built Environment
University Teknologi Malaysia

JUNE 2012

ACKNOWLEDGEMENTS

I would like to express my appreciation to all of the people who have helped me in one way or the other. First, I would like to express my gratitude to my supervisor, Assoc. Prof. Dr. Amran Hamzah, for his patience, kindness, thoughtfulness and care throughout this research.

I am also grateful to my examiners, Assoc. Prof. Dr. Zainab Khalifah and Dr. Hairul Nizam bin Ismail for the important suggestions they gave me in the course of my oral examination.

I would like to dedicate this research to my parents for their trusting me in various aspects and for allowing me to further my study in another country. As a foreigner in Malaysia, my parents were my soul pillars of support that always motivate me to move on and are concerned with my life. Thanks for the unlimited freedom you gave me since I was child.

In addition, I would like to express my respect and thanks to the two minorities host women who participated in this research, as well as the managers, community leaders and national officers who assisted me in the translation and modification of the research questionnaires and also accompanied me to collect data.

My sincere thanks go to my course mates, Irfan, Shahab, Nur Hidayah, Parsa, Dr. Li Zhenyu, Luxi and Tang Xue, for their great effort in helping me and for their guidance and advice. I also thank my best friends who have shared their research experiences with me and assisted me.

Finally, I am also greatly indebted to Engr. Rafiu O. Yusuf for editing the entire manuscript and for making significant corrections in some key areas.

ABSTRACT

The research investigated the meaning of community cultural tourism on minority ethnic host women. Literature review revealed a range of socio-cultural and economic impacts related to remote ethnic tourism development, the host women interaction and resulting influences. Data was obtained from interview of ethnic women who lived in the study area based on women's various employment experiences in direct or indirect tourism sectors. Also, power relation among the stakeholders of key groups, government, community managers, NGOs and family members were analyzed in the paper. Case studies consisted of two ethnic minorities located in ethnic tourism destination (Lugu-Lake area, Lijiang, Yunnan). The use of qualitative and quantitative methods, interviews and observation were employed. The study showed that ethnic communities have not been fully integrated into the development strategies. Inadequate support of family, cultural rules and political parties also prevent women from taking up positions of responsibility. On future steps for community cultural tourism development in the ethnic areas, tourism planning should ensure that sustainable tourism development is sensitive to traditional ethnic lifestyle. Local empowerment and perception of tourism should be used for the major segments who are the main stakeholders. Host women need to be given more priority and better understanding of where and how tourism actually can help them to lead better lives and to increase their knowledge, skills and dexterity. This is to free them from the overload of work and responsibilities so that they can become very willing participants. Through training and capacity building, women will be able to run the tourism enterprise while psychological and physical empowerment is obtained. Drawing minority women towards education as rituals and thrift are deeply embedded in their psyche. Women education is quite a vital asset in any way, and should be precise, effective and long-lasting for all.

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